presence of at least one protective colloid and, for redispersible powders, drying the resultant polymer dispersion, the improvement comprising reducing the odor of said copolymer dispersion by adding to the terminal portion of the polymerization, when the total free monomer content of the aqueous polymer dispersion is from 0 to 20% by weight, from 0.01 to 15.0% by weight of one or more branched or unbranched alkyl esters of monounsaturated mono- or dicarboxylic acids having from 1 to 8 carbon atoms in the alkyl radical as monomers OR, where the percents by weight are in each case based on the polymer content of the dispersion.

12. (New) The process of claim 11, wherein one or more alkyl esters of acrylic acid, methacrylic acid, fumaric acid, maleic acid or itaconic acid are said monomers OR.

13. (New) The process of claim 11, wherein one or more esters selected from methyl methacrylate, methyl acrylate, n-butyl methacrylate, n-butyl acrylate, ethyl methacrylate, ethyl acrylate, 2-ethylhexyl methacrylate, 2-ethylhexyl acrylate, diisopropyl fumarate and diethyl fumarate are added to said polymerization.

14. (New) The process of claim 11, wherein 20 to 80% by weight of styrene and from 20 to 80% by weight of 1,3-butadiene are copolymerized, if desired in the presence of additional monomers other than said monomers OR.

15. (New) The process of claim 12, wherein 20 to 80% by weight of styrene and from 20 to 80% by weight of 1,3-butadiene are copolymerized, if desired in the presence of additional monomers other than said monomers OR.

16. (New) The process of claim 13, wherein 20 to 80% by weight of styrene and from 20 to 80% by weight of 1,3-butadiene are copolymerized, if desired in the presence of other monomers other than said monomers OR.

17. (New) An aqueous, protective-colloid-stabilized vinylaromatic-1,3-diene copolymer dispersion with reduced odor emission prepared by the process of claim 11.

18. (New) An aqueous, protective-colloid-stabilized vinylaromatic-1,3-diene copolymer dispersion with reduced odor emission prepared by the process of claim 12.

19. (New) An aqueous, protective-colloid-stabilized vinylaromatic-1,3-diene copolymer dispersion with reduced odor emission prepared by the process of claim 13.

20. (New) An aqueous, protective-colloid-stabilized vinylaromatic-1,3-diene copolymer dispersion with reduced odor emission prepared by the process of claim 14.

21. (New) A redispersible protective-colloid-stabilized vinylaromatic-1,3-diene copolymer powder prepared by the process of claim 11.

22. (New) A redispersible protective-colloid-stabilized vinylaromatic-1,3-diene copolymer powder prepared by the process of claim 12.

23. (New) A redispersible protective-colloid-stabilized vinylaromatic-1,3-diene copolymer powder prepared by the process of claim 14.

24. (New) In an inorganic, hydraulically setting binder in a construction adhesive, a render, a troweling compositions, a floor-filling composition, a jointing mortar, a plaster or a paint, wherein a polymer dispersion or redispersible polymer powder is employed, the improvement comprising employing as said polymer dispersion and/or said redispersible polymer powder a low odor polymer dispersion or redispersible powder prepared by the process of claim 11.

25. (New) In a coating composition employing a binder, the improvement comprising employing as the sole binder, a low odor polymer dispersion or redispersible powder prepared by the process of claim 11.